



**Campaign Toolkit Part 2: Grassroots Efforts to Recruit Adult Learners**  
**ICCB: Adult Ed & Literacy Statewide Outreach Campaign**

**Professional Development Webinar: February 10, 2022**



# Team Members

## Led by ICCB in collaboration with...

- **Full Capacity Marketing, Inc.** - a national marketing & communications agency who specializes in workforce and education student and adult learner campaigns; responsible for marketing strategies, toolkits, campaign deployment and ROI, and development of webinars that align with desired learning outcomes.
- **(ALRC) Adult Learning Resource Center** - will be working directly with FCM and coordinating feedback from stakeholders about the campaign elements and professional development learning outcomes and evaluation.
- **(ICSPS) Illinois Center for Specialized Professional Support in Partnership with the Adult Education Professional Development Network** - ICSPS and SIPDC will provide direct technical assistance and hands on support to identified programs. ICSPS/SIPDC will work in coordination with FCM to build capacity and sustainability as well as research and recommend strategies for an integrated comprehensive referral system.
- **Statewide Outreach Advisory Committee** – comprised of local representation from the programs and the professional development network to advise on key milestones and ensure the “voice of the field” is heard and incorporated.





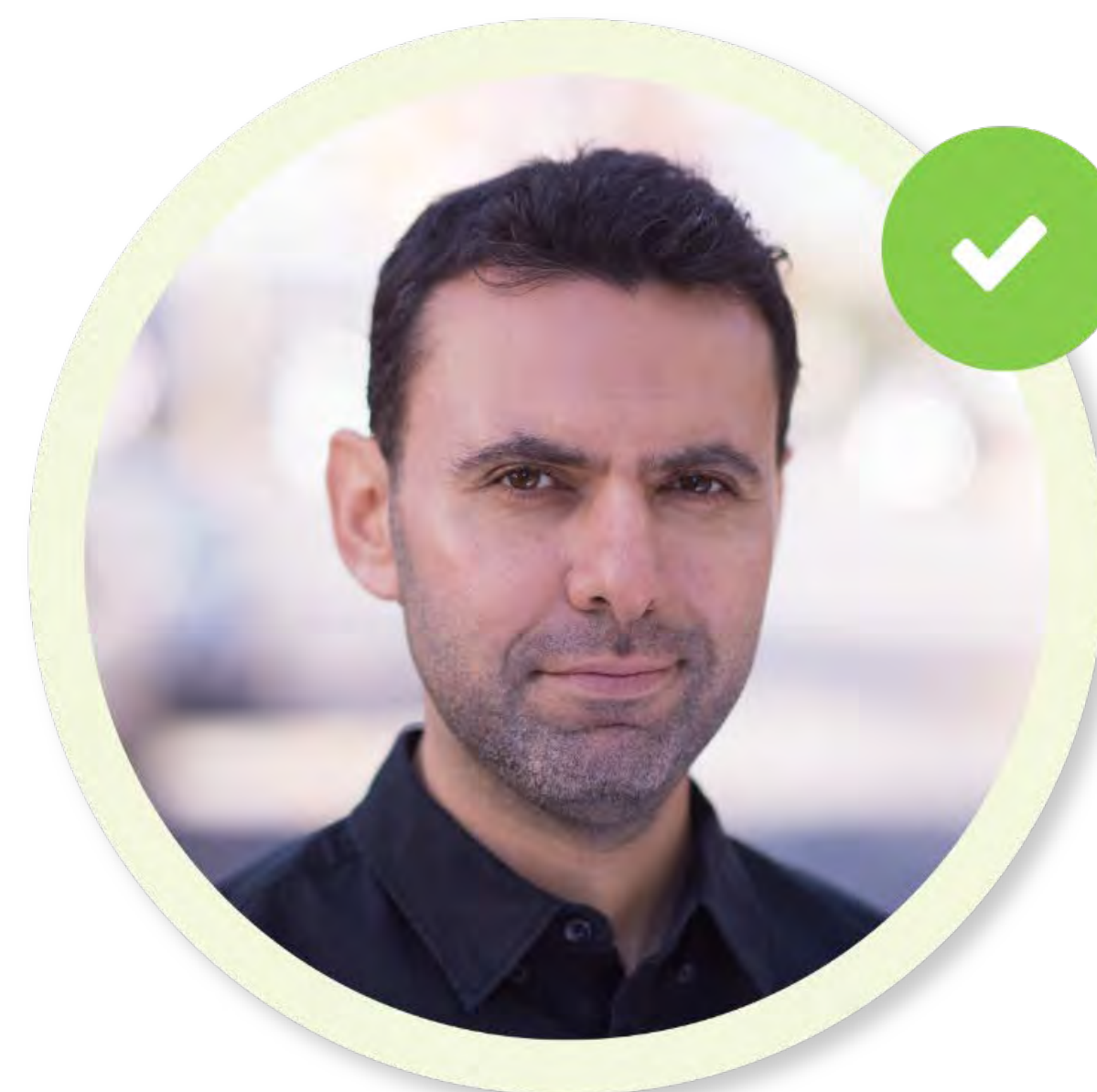
full capacity marketing, inc.  
*communications experts in **workforce** & **education***



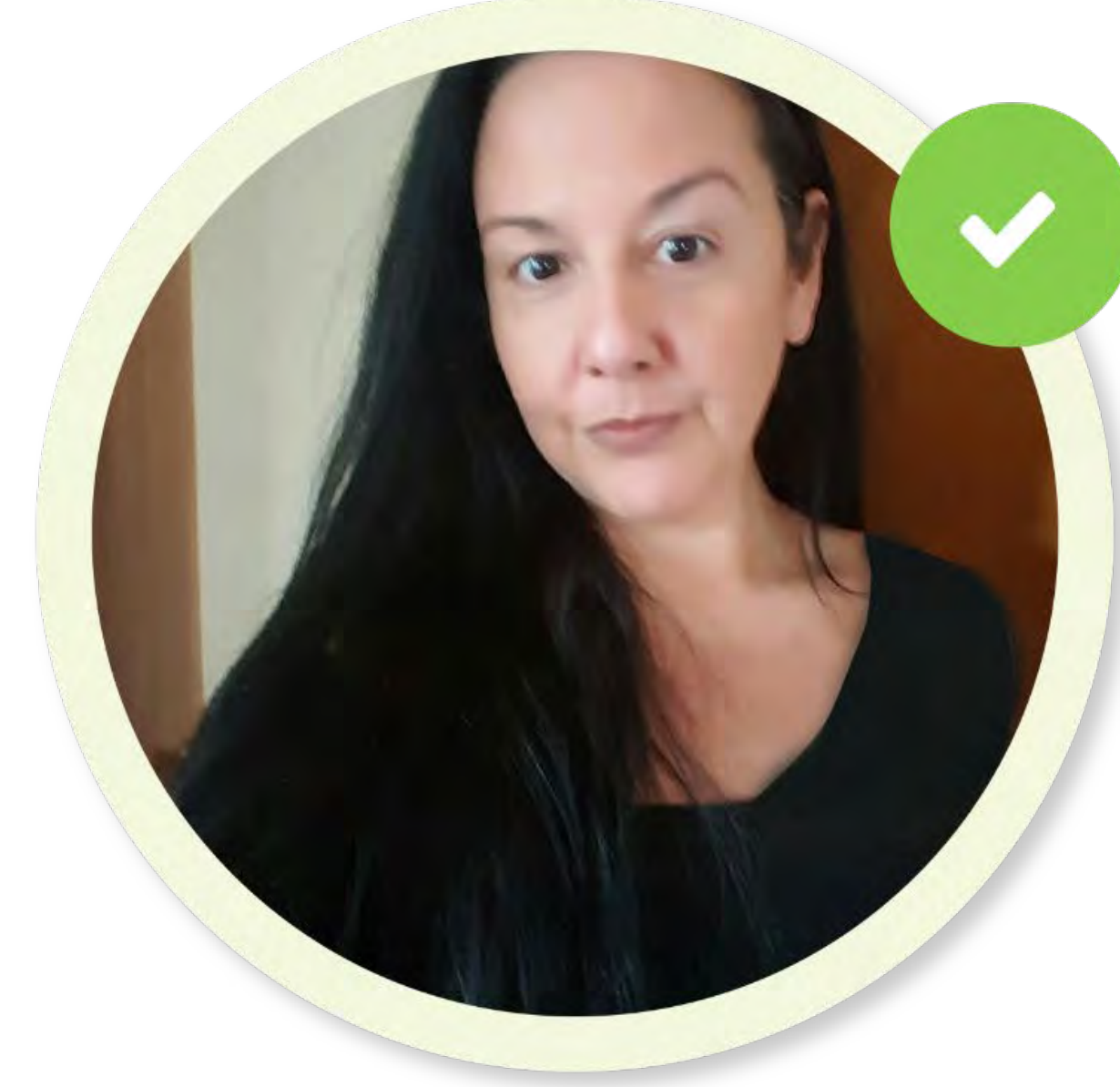
**Celina Shands, M.S.**  
CEO/Founder  
Full Capacity Marketing, Inc.



**Maryanne Conlin, MBA**  
VP, Marketing & Communication  
Full Capacity Marketing, Inc.



**Ivan Freaener**  
Creative Director  
Full Capacity Marketing, Inc.



**Velda Garcia**  
Digital Director  
Full Capacity Marketing, Inc.

- ✓ 25+ Years Dedicated to Workforce & Education Missions
- ✓ 2021 Stevie in Business Award: Campaign of the Year
- ✓ 75 Global awards for Student & Employer Campaigns

- ✓ Shorty Award: Twitter Content
- ✓ Former MarComm Instructor: UC Berkeley & University of Hong Kong
- ✓ Published: Huffington Post & Newsweek

- ✓ 25+ Years of Award Winning Creative
- ✓ Experienced in multiple design disciplines
- ✓ Faculty at NYU Masters of Digital Publishing Program

- ✓ 14 years of Digital Marketing Experience
- ✓ Marketing work featured in Forbes Magazine
- ✓ Facebook Blueprint , Google Ads, Snapchat, Twitter Certified



# Webinar Agenda

**Welcome - Kathy Olesen-Tracey, Senior Director  
ICCB Adult Education & Literacy**

## **Toolkit Part 1: Deploying Local Ad Campaigns Full Capacity Marketing, Inc.**

Quick Review: Campaign Overview  
Database Management – Segmentation Strategies  
Segmented Messaging  
Application of Messaging: eMarketing, Drip, Fact Sheets, Posters  
Text Campaigns  
Advance Social Media Strategies  
Toolkit Demo

## **Closing - ALRC**

Communication Tools  
Future Webinars  
Evaluation

## **Q&A - All**



# QUICK REVIEW

## Campaign Overview

- Create a **statewide campaign brand with an inspirational message** that is easily tailored for local outreach efforts while simultaneously **building awareness across the state** about the value of adult education in rebuilding lives amid the pandemic.
- Increase student enrollments statewide by helping local practitioners **build their capacity** to achieve the necessary touchpoints required to enroll students.
- **Integrate Illinois existing adult education outreach networks and resources** (e.g., Illinois Adult Learning Hotline, ICCB's provider locator, [excellenceinadulthood.org](http://excellenceinadulthood.org)) to develop a **coordinated, sustainable system** for ongoing campaigns that address enrollment declines.


**MESSAGES      MEDIUMS      CAPACITY**







# Campaign Landing Page


<https://YourPathYourFuture.org/>



**Illinois Adult Education**  
YOUR PATH. YOUR FUTURE.

Questions?


 Call or  Text (800)-321-9511

Select Language 

# Your Path. Your Future.

There is a path to getting a new job or getting a better job, helping your children with their schoolwork, or preparing for college through adult education in Illinois.

I am interested in:

Select a Path 


Select a Path


Learning or improving my English

Improving math & reading

High School Equivalency or Spanish HSE

Learning new skills





## Get Started Now!

**It's Your Path. It's Your Future.**

Fill out the form below and one of our programs will follow up with more information or answer your questions.

First Name


Last Name

Email

Phone

Zip Code

Interested In

Learning or improving my English 

SUBMIT



# Statewide Digital Media Plan Updates on Campaign!



## Illinois State Adult Education Campaign 2022

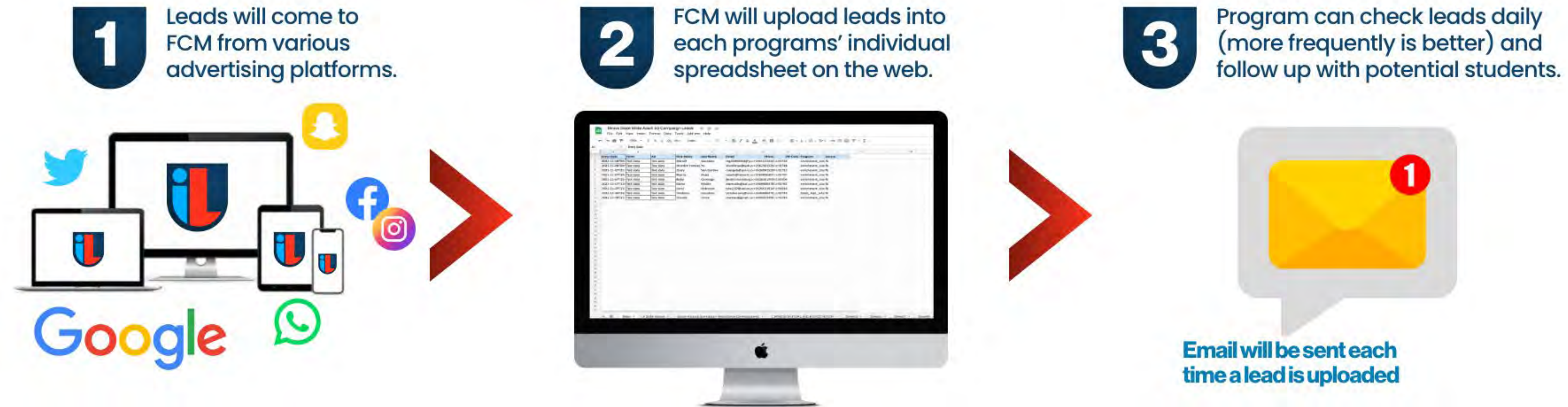
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# Leads

How do you **get leads** from the campaign?



Each program will be provided with a unique link to check their leads.

**Be sure to  
update your  
Provider Locator  
program data!**




# Leads Follow- Up Sheet

4-BlackHawkCollege\_Q1

File Edit View Insert Format Data Tools Extensions Help Last edit was made yesterday at 6:45 PM by Iris Saint Jean

100%

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1											These Columns for Programs		
2	Black Hawk College												
	Entry Date	Ad set	Ad	1st Name	Last Name	Email	Phone	Zip	Source	Staff Calling	Date and Time	Live Contact Y= Spoke with Lead N= Left Voice Message O= Left Message with Person Other Than Lead	Notes about call with lead
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BlackHawkCollege

Explore

Names & Contact information will be here

Use these columns to track your follow-up



# Toolkit to Support Local Lead Generation

It's Live! <https://yourpathyourfuture.org/campaign-toolkit/>



Logos

DOWNLOAD



Brand  
Guidelines

DOWNLOAD

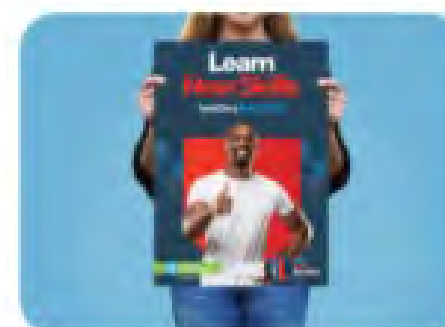


Billboard  
Artwork

DOWNLOAD



Bus Shelter  
And Mall Signs



Posters



Print Ads



# Psychographic Research: FCM's Analysis Highlights

- Adult students are more likely to have had a **defining event** that motivates them to return to school – COVID has acted as **both** a disrupter and a defining event.
- Students who **feel confident in their ability to succeed** and understand the **connection between education and attaining their goals** are more likely to enroll.
- The pandemic introduced **new technological challenges for students**, but also improved their technological skills in many cases.
- Post pandemic students still face health related challenges in their community. This impacts not only their physical, but also their **emotional ability to choose to attend and succeed in educational programs**.
- The pandemic has played a role as a **natural inflection point** creating that situation where potential students are questioning their life choices, current situation and hopes for their future and the future for their families.



# Segmenting Student Contacts

- **Segmentation:** identifying different groups within your target audience so that you can deliver valuable messaging that resonates with them.
- **Different ways to segment:** Geographic, Demographic, Psychographic, Behavioral.
- **Why?** Different messages resonate with different types of students depending on their goals.





# Psyches of Students - Campaign Target Segments

## Demographic & Psychographic Characteristics

### English for Career

- Male/Female, age 18-54
- Interested in improving English to get a better job.
- Primarily H.S. or less.
- Varied immigration status.
- Either single or part of the family group.
- Sees better job opportunities available post-pandemic with improved English.
- Seeking quick skill improvement to capitalize on job opportunities.
- May be open to pathways to H.S. completion down the road.

Get a Better Job with Better English Skills

### English for Personal

- Primarily Female, age 18-54
- Interested in improving English to better help children with schoolwork or improve personal life.
- Primarily H.S. or less.
- As part of a tight knit community, she has always been able to navigate well enough in her native language.
- Her English skills impacted her ability to handle health & school challenges during the pandemic.
- She believes improving her English can improve her life.

Enjoy life more when you can connect easier with friends, family & community!

### H/S Completion/ College Prep

- Male/Female age 18-35
- Studies impacted by pandemic or worked through pandemic in lower-wage job.
- Interested in **exploring** benefit of education as a pathway to a better job.
- Had not, in the past, seen finishing high school or starting college as needed for a good job.
- Sees jobs now with much better wages for those with a high school diploma.
- May have children for whom they wish to set a good example.
- Overtime has improved financial situation but worries about time commitment of school.

Get a Better Job with a High School Equivalency

### Career Exploration & Readiness

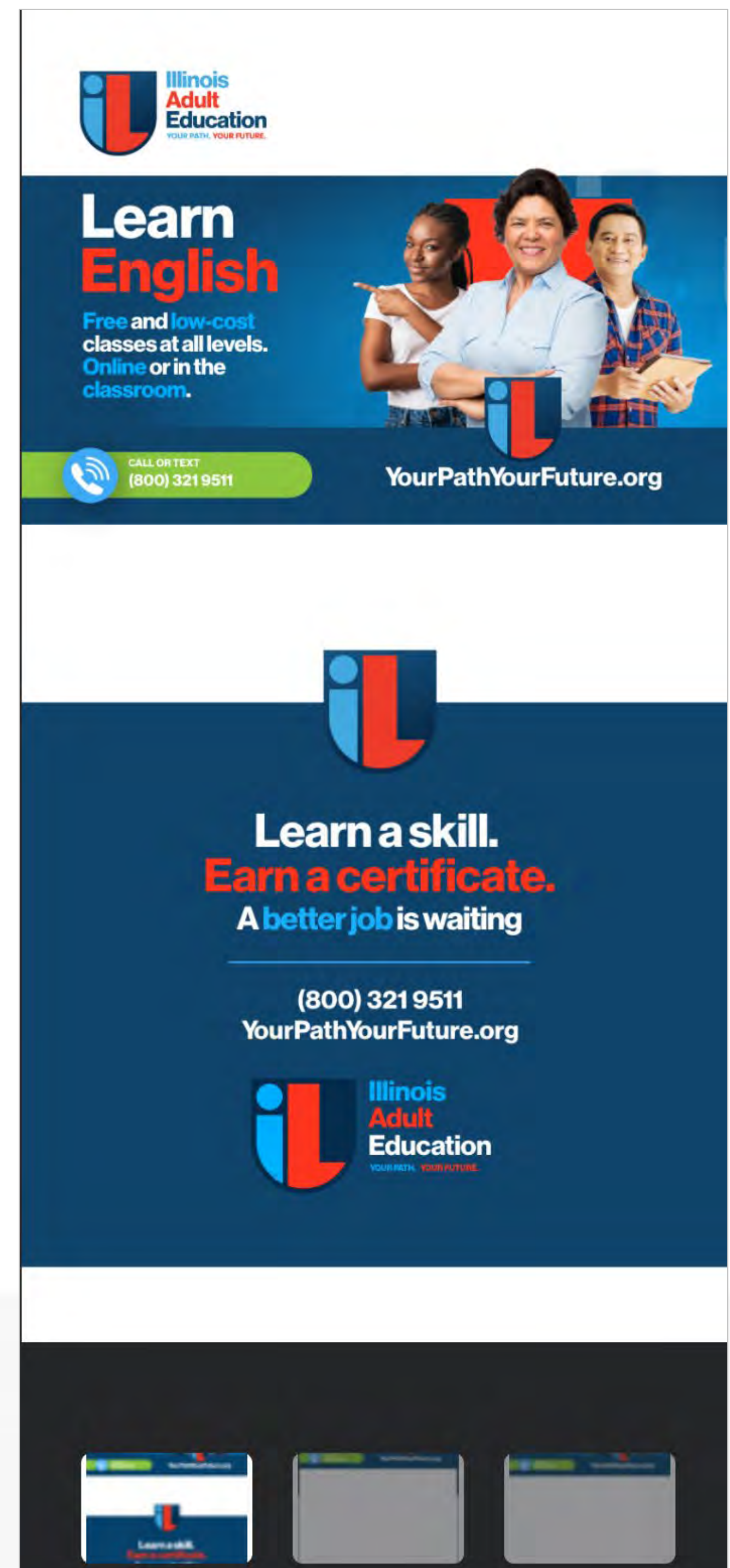
- Male/Female, age 18-54
- Employed in low-wage job or unemployed.
- Interested in adult education as a pathway to a better job.
- Little to some understanding of career opportunities, but unclear on how to achieve them.
- May have looked into traditional college, but time commitment is a stumbling block.
- Programs offered by adult providers seem like something at which they could succeed.

Ready For A New Career? Short-term Classes can get you ready



# eNewsletters & Drip Campaigns

- Email marketing is a tool to maintain and reinforce relationships with students.
- Email marketing keeps you in front of current, prospective, and past students.
- Email marketing is a key tool to increase engagement.
- Newsletters can showcase happenings and successes (send every 3-4 months).
- Effective mail DRIP campaigns target different segments in bursts around enrollment periods or ongoing to maximize enrollment and retention.
- **Tips:**
  - ✓ Subject line of under 7 words and engaging
  - ✓ Use links to apply/enroll pages
  - ✓ Use visuals – images or videos

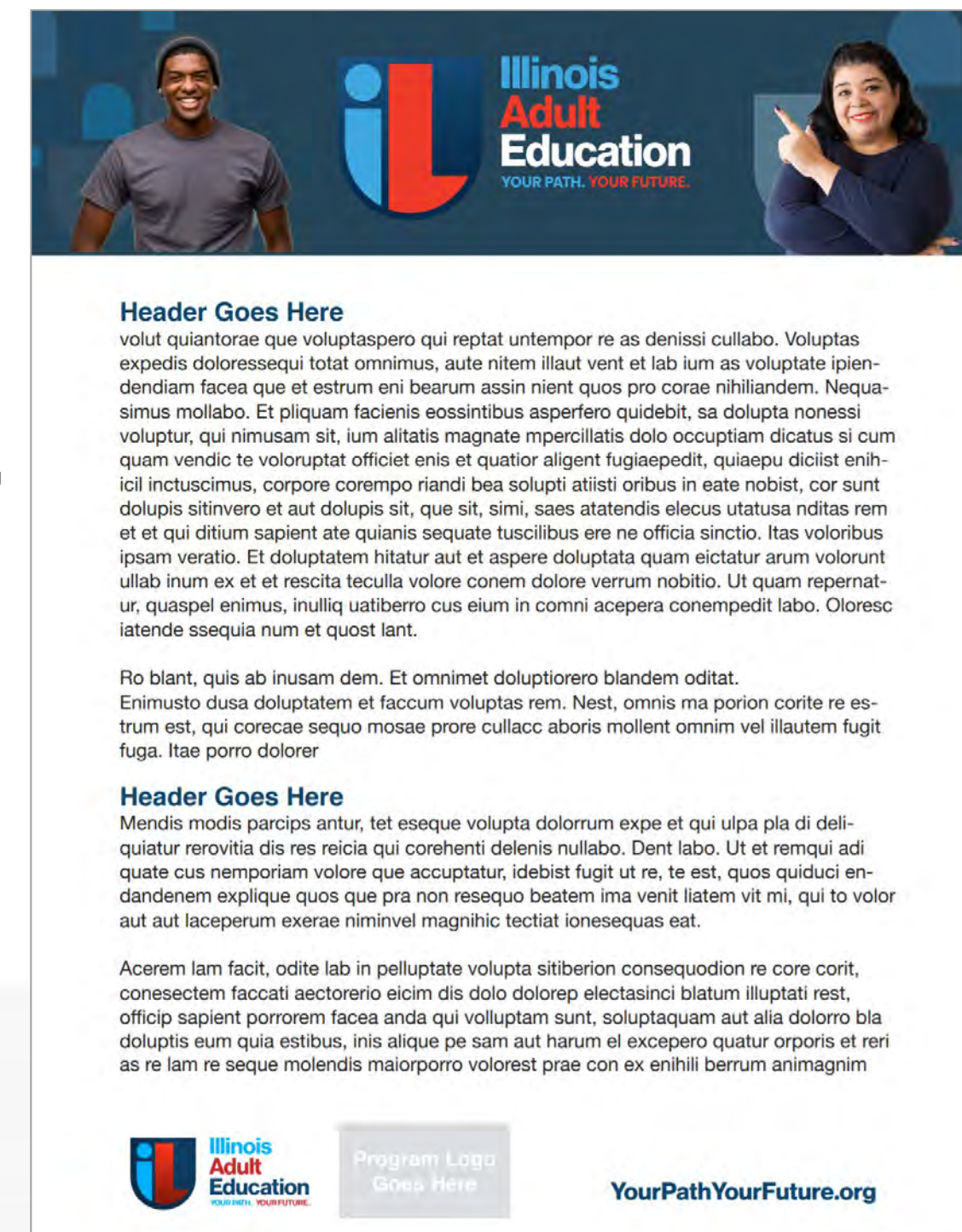




# Other Tools for Message Applications

- Use the **Toolkit Flyer and Poster** consistently to capitalize on the State-wide campaign. On average, it takes 5 to 7 impressions for people to remember a brand.<sup>1</sup>
- Connect your program with the State campaign to piggyback on the awareness generated by hundreds of thousands of ads.
- Use the **Flyer** template to announce new courses, events and enrollment/registration periods.
- Use the **Poster** at community centers, events, and partner locations.

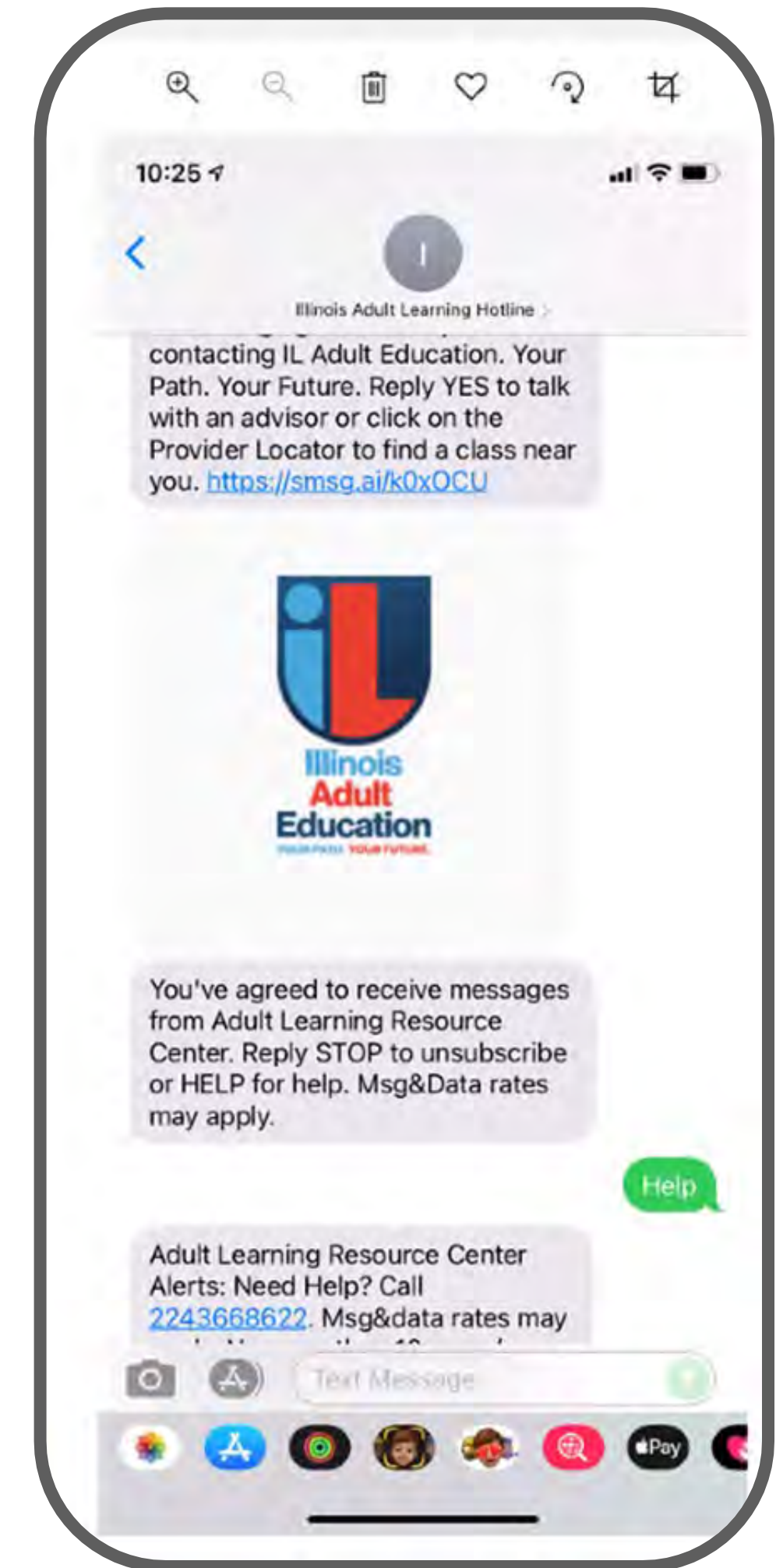
<sup>1</sup><https://www.socialmediatoday.com/news/20-ways-to-bust-through-the-digital-noise-with-a-more-human-relevant-brand/556598/>





# Texting Campaigns

- Close to 100% of US owns a smartphone including 76% of lower-income Americans – 27% are cell-phone only, making texting a better tool than even email in reaching this target student.<sup>2</sup>
- Six times as many people click through to a link on a text as do on an ad.<sup>3</sup>
- Leads generated in this campaign will be receiving texts from the Hotline as soon as they complete a form and at different points throughout the year.
- Often students who fill out a form or even call for information do not respond to follow-up phone calls – why? They are interested, but not necessarily interested RIGHT NOW
- Text prospective students 2-6 times per month to keep in touch and be top-of-mind when they are ready!







**Modifying Assets!**



# Advanced Social Media Strategies

## Engagement Best Practices to Maximize Enrollment

- What is the Facebook Algorithm & why is it Important? *Algorithm scores will determine how many students will see your content on the newsfeed!*
- How to get the Best Results from Illinois Adult Ed Campaign: *Posts that generate conversation & interaction between users will show higher in the news feed.*

Active Interactions vs. Passive Interactions			
Active (Positive)		Passive (Neutral)	
• Commenting	⬆	• Clicking	⬇
• Sharing	⬆	• Watching	⬇
• Reacting	⬆	• Viewing / Hovering	⬇



# Advanced Social Media Strategies

## *Engagement Best Practices to Maximize Enrollment*

- Connect FB to Instagram and enable Stories
- Complete all sections of your profile
- Build Facebook/Instagram/Tiktok Network by tagging/mentioning partner pages

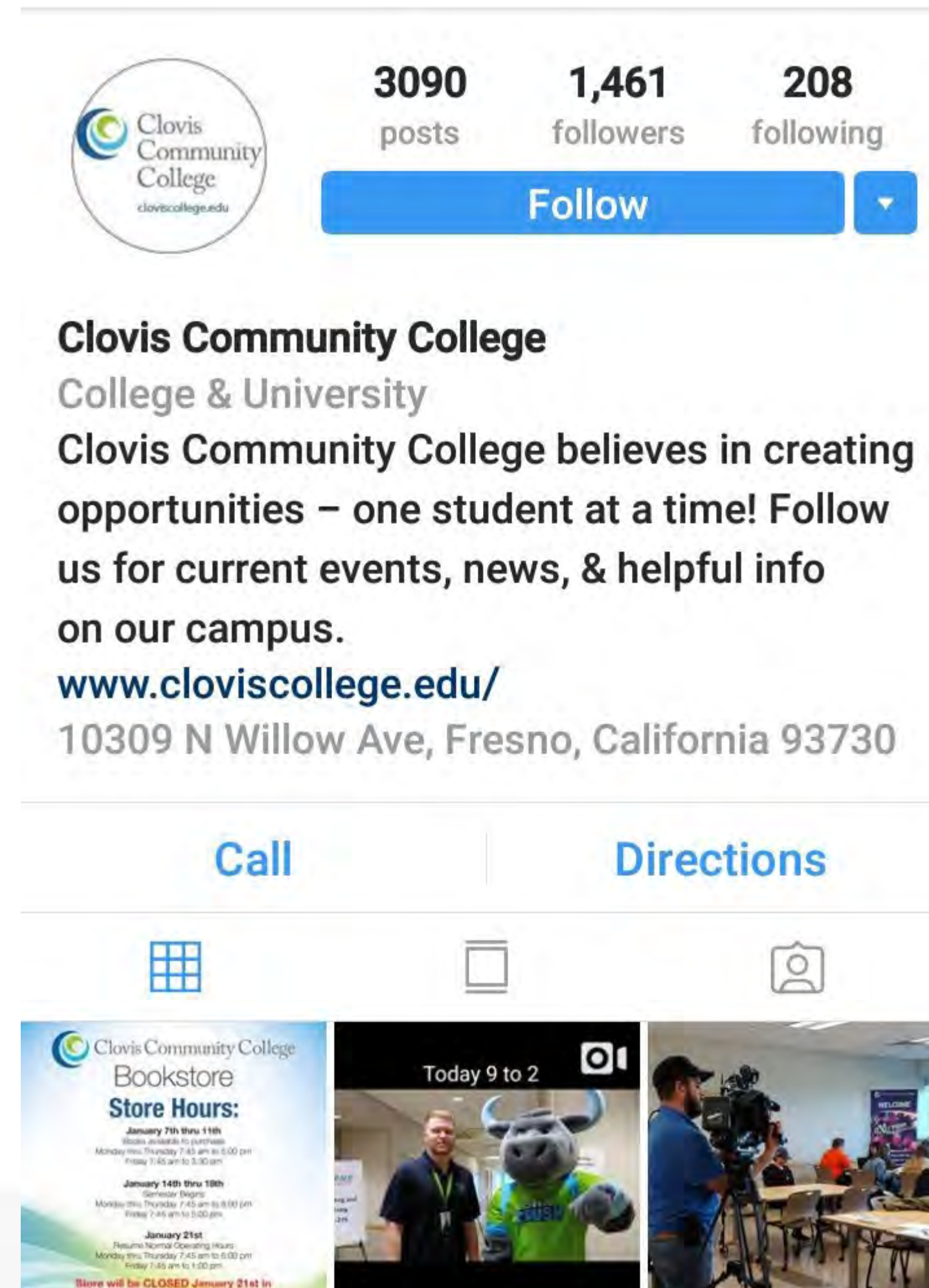




# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

- Completed Bio w/ important information.
- Put relevant URL Link in Bio.
- Tagging Cities/Location:  
Posts with a location/check in receive **79% more engagement**  
**#Joliet #Moline #Chicago**

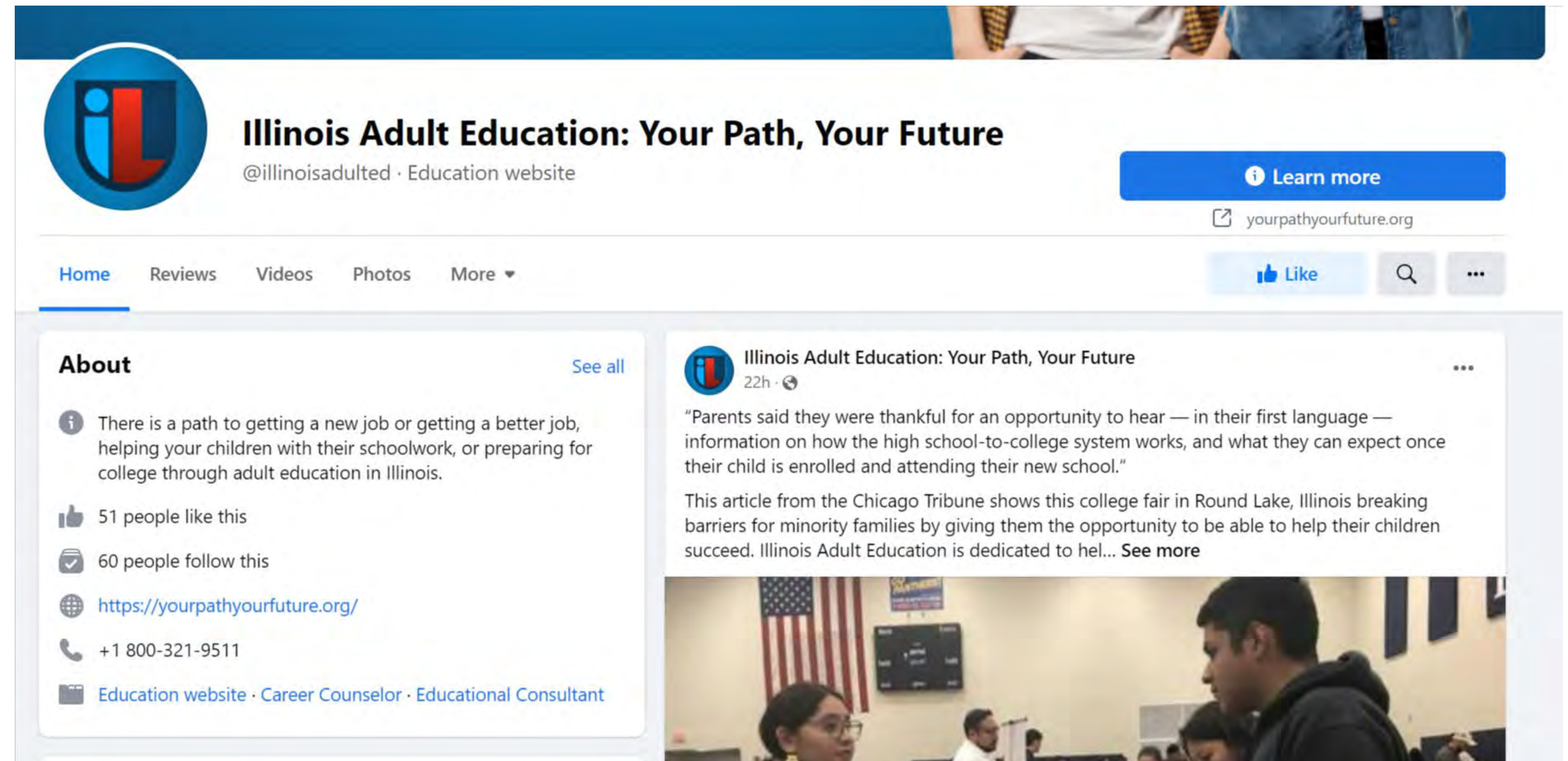




# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

- Completed Bio w/ important information
- Relevant URL Link in Bio
- Phone #
- Program Description
- Button
- Service Area





# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

### PARTNER CONTENT

- Use social media to develop relationships.
- Connect with High Schools, Churches, Social Service Agencies, Units of Government, Employers, etc.
- ‘Like’ and share partner pages & posts.

### MENTIONS & TAGS

Add value & make posts stand out

- Encourages shares by the pages you mention/tag
- SEO Value - Google & Facebook
- Can help your page trend on social media, measure campaign effectiveness and allows you to identify who is posting about similar content. #AdultEd #IllinoisAdultEd #YourPathYourFuture



# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

### ENCOURAGE & USE STUDENT GENERATED CONTENT

- Encourage students to tag #ILLINOISADULTED or #YOURSCHOOLStudents on-line and in-class.
- Encourage success stories from graduates, and adult ed students learning and/or starting new career
- Encourage video sharing on students' web pages with Toolkit posts.
- Share and retweet Student-Generated content.



# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

### GO LIVE! FROM ALL SOCIAL MEDIA PLATFORMS

- School Visits, Events, Q& A
- Use Stories or Reels
- Students as Social Media Contributors
- Tagging Posts #ILLINOISADULTED #YOURPATHYOURFUTURE





# Advanced Social Media Strategies

## *Best Engagement Practices to Maximize Enrollment*

- High-quality visuals
- A compelling caption
- Community Engagement
- Follows Specs & Dimensions
- CALLS TO ACTION- “Get started today”, “Start now to achieve a better life”







Home / AEL Outreach Campaign

AEL Outreach Campaign

Illinois Community College Board (ICCB)  
Adult Education & Literacy Statewide Outreach Project



The ICCB is leading a statewide campaign and capacity building initiative to support adult programs, community colleges, school districts and community organizations with student recruitment. A collaborative effort between Full Capacity Marketing and the Adult Learning Resource Center, the initiative includes a highly strategic digital campaign to raise awareness about the value of adult education coupled with communication tools and assets to support enrollment efforts at the local level. Additional program support will be provided by SIPDC and ICSPS.

In addition to the statewide campaign, the outreach project has several other components to support Adult Education & Literacy programs in Illinois, including:

ExcellenceinAdultEd Web Page

- Project Fact Sheet
- PDN Pulse
- PD Webinars & Handouts
- Toolkit Items

<http://www2.iccb.org/excellence/ael-outreach-campaign/>







# Thank you!

